



M. J. GOODMAN
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August 27, 1996

RJR Account # 153480
JOHN ZARBANTY
PETER P. DENNIS INC.
1224 S MAIN ST
PHILLIPSBURG, NJ 08865

*ATB
Ding*

October Partners Promotion / Salem Buy 2 Packs-Get 2 Packs Free (B2G2F)

To: JOHN ZARBANTY

Salem product has been ordered (see quantities below), as well as the premium/shippers (item # 517322) to pack your October 1996 automatic monthly display shipment to your participating retail accounts. All additional pertinent promotional information is listed below:

| UPC Code | Style or Item | # (6m) Cases |
|-------------|---------------------------------------|--------------|
| 12300-23597 | Salem King (B1G1F Cases) 107344 - | 1 |
| 12300-23650 | Salem 100 (B1G1F Cases) 107359 - | 1 |
| 12300-23651 | Salem Lights (B1G1F Cases) 107342 - | 1 |
| 12300-23652 | Salem Lights 100 (B1G1F Cases) 107367 | 1 |
| 12300-70373 | Premium shipper case | 15 |

These allocations will allow you to build : 15 Shippers
These shippers will service: 8 Retail Stores
Product/Premium Arrival: Week of September 17, 1996
Ship Date to retail: Week of October 1, 1996
The PO # for this order is:
SKU Cube: 1.3380
Retail Sales Offer per SKU 20 Offers

Billing per SKU 4 Full Priced cartons

EFT \$ Amount
Non EFT Amount \$427.01

*All shipped
week of 9/30*

51851 9648

Page 2
Salem B2G2F
Account: PETER P. DENNIS INC. / 153480

Promotion Description: Utilizes self-contained shipper. Shipper has 20, buy 2 packs get 2 packs free offers. 2 Salem B1G1F units should be placed in each B2G2F sleeve to create the offer (5 sleeves of each of the 4 styles listed on page 1 of this letter) should be placed in the shipper.

Ship the number of displays to each account as noted on the enclosed retail account listing.

Attached is a list of retail accounts authorized to receive the packed displays. RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. this equates to \$28.00 (4 cases @ \$28.00).

Attached to this letter is a Payment Request form for this promotion. When display packing and retail delivery is complete, sign and date this form. Your RJR representative Lanny Wolfe must sign the form and submit it to out local Operations office for payment.

In addition to packing displays for your own retail accounts, the accounts serviced by the following Sub-Jobbers which you service are included in your allocation. These Sub-Jobbers have been notified to order the completed shippers from you.

P. DENNIS WAM ACCOUNTS 0

Important Note: Due to the rounding of 6m cases of product needed to build this promotion you will have 4 shippers remaining after shipping displays to your accounts. RJR reps. will submit prebooks to order out these shippers (and any others you may have due to refusals etc.) An example copy of this prebook is attached. Please honor only this prebook submitted by our representatives and honor accounts on the enclosed VAP list first.

For additional information or questions please contact your RJR Representative: Lanny Wolfe

As always, thanks for your assistance in the marketing of our products

Warm Regards,

Mark

M. J. Goodman

cc: Lanny Wolfe

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Salem BUY 2 PACKS - GET 2 PACKS FREE CLEANUP PREBOOK

IMPORTANT NOTE: The purpose of this prebook is to "cleanup" left over promotion quantities at wholesalers participating in RJR's "Partners Value Added" program. These left over quantities are available on a "first come - first served" basis until quantities are depleted. The quantity of shippers prebooked here may or may not be available for delivery.

Date: _____

Account Name: _____ Retail Account #: _____

Address: _____

City: _____ State: _____ ZIP: _____ Phone: _____

Wholesale Distributor: _____

RJR Representative: _____ Voice Mail Box #: _____
(Dial 1-800 RJR Talk)

Please deliver (if available) the following quantity of Camel B3G3F shippers (each shipper contains 6 full priced cartons).

of Shippers Requested =====>

Authorized Signature: _____

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Wholesale Partners "Value Added" payment request form

Promotion: Salem B2G2F October 1996 Retail Partners #601934

Note: Payment is based on \$28.00 per 12m case of "live" product, packed into displays and delivered to retail accounts as designated by RJR.

Wholesale Partner Name: PETER P. DENNIS INC.

RJR Account Number: 153480

Displays Wrapped and Delivered: 15

Value Added Payment Due: \$28.00

Wholesale Partner Signature: _____

RJR Representative: _____

Payment will be mailed directly to the participating Wholesale Partner

=====Operations Office Use=====

Date Processed: _____

Processed by: _____

Voucher #: _____

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WHOLESALE : 153480 PETER P. DENNIS, INC. <DIRECT>
TEMPLATE : 601934 610-00 SAL OCT B2G2F
TEMPLATE SEQ : 0031
TS LEVEL : 13XXXX

| TERR | RETAIL | ACCT | NAME | ADDRESS | CITY | ST | ZIP | QTY | TAX | CHAIN-ID | SUPPLIER | VAP WHSLR DESC |
|---------|--------|--------|---------------------|-------------------|---------------|----|-------|-----|-----|-----------|----------|-------------------|
| 133001 | 133022 | 401397 | BACHS DRUG | HIGH & MAIN | HACKETTSTOWN | NJ | 07840 | 1 | | | | 153480 PETER |
| ✓133001 | 133022 | 023626 | BAGELSMITH | 240 RT. 31 | CLINTON | NJ | 08809 | 1 | | | | 153480 PETER |
| ✓133001 | 133022 | 568245 | LOPATCONG CONVEN. | 401 BALTIMORE ST | PHILLIPSBURG | NJ | 08865 | 1 | | | | 153480 PETER |
| ✓133001 | 133022 | 075543 | R.D.J. SERVICE CENT | ROUTE 46 | GREAT MEADOWS | NJ | 07838 | 1 | | | | 153480 PETER |
| ✓133004 | 133022 | 402497 | HIGGINS NEWS | 68 MAIN ST | FLEMINGTON | NJ | 08822 | 1 | | | | 153480 PETER |
| ✓133204 | 133226 | 654389 | KRAUZNER'S FOOD STO | 3750 FREEMANSBURG | BETHLEHEM | PA | 18017 | 1 | | 5277-0000 | | 153480 PETER |
| ✓133204 | 133226 | 433367 | UNI MART #14825 | 1505 PEMBROKE RD | BETHLEHEM | PA | 18017 | 1 | | 3857-0000 | | 153480 PETER |
| ✓133208 | 133230 | 216790 | RT. 663 SERVICE CNT | 2030 ROUTE 663 | QUAKERTOWN | PA | 18951 | 2 | | | | 153480 PETER |

PAGE BREAK TOTAL ACCOUNTS 8 TOTAL QUANTITY 9

TEMPLATE TOTAL ACCOUNTS 8 TOTAL QUANTITY 9

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